

## AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method for generating search results for display in response to a search query, comprising:
  - obtaining a user generated product search query for relevant products, together with a first user selection of a selected output format from a plurality of output formats and a second user selection of ~~a selected cue~~ one or more cues each of which is individually selected by the user from a plurality of cues, the first user selection and the second user selection being separate user selections;
  - performing the product search query for relevant products, the performing being done in response to obtaining the product search query, the first user selection, and the second user selection;
  - obtaining search results that reference a set of products determined to be responsive to the product search query, the set of products being associated with the plurality of cues; and
  - outputting instructions for displaying the ~~one or more selected cues~~ selected cue of the set of products on a search result page in an order corresponding to a relevance ranking and in the selected output format according to the first user selection and the second user selection, wherein the plurality of output formats includes a grid view and a list view, wherein the grid view is comprised of a plurality of cells, and each cell displays ~~displaying~~ information corresponding to the selected cue of one product.
- 2-3. (Canceled)
4. (Previously Presented) The method of claim 1, further comprising:
  - generating, for each of the set of products, a first set of cues for output in a first one of the plurality of output formats, and a second set of cues for output in a second one of the plurality of output formats.

5. (Original) The method of claim 4, further comprising generating the first set of cues for output as a first type of media and the second set of cues as output as a second type of media.

6. (Previously Presented) The method of claim 4, further comprising generating the first set of cues for output as text, and generating the second set of cues for output as a truncated version of the first set of cues.

7. (Previously Presented) The method of claim 5, further comprising generating the first set of cues for output as an image.

8. (Original) The method of claim 5, further comprising generating the first set of cues for output as audio.

9. (Original) The method of claim 5, further comprising generating the first set of cues for output as text.

10-19. (Canceled)

20. (Currently Amended) An apparatus for generating search results for display in response to a search query comprising:

a storage area to store a set of instructions; and

a processor, coupled to the storage area, to execute the instructions which cause the processor to:

obtain a user generated product search query for relevant products, together with a first user selection of a selected output format from a plurality of output formats and a second user selection of ~~a selected cue~~ one or more cues each of which is individually selected by the user from a plurality of cues, the first user selection and the second user selection being separate user selections;

perform the product search query for relevant products, the performing being done in response to obtaining the product search query, the first user selection, and the second user selection;

obtain search results that reference a set of products determined to be responsive to the product search query, the set of products being associated with the plurality of cues; and

~~output~~ ~~outputting~~ instructions for displaying the one or more selected cues ~~selected cue~~ of the set of products on a search result page in an order corresponding to a relevance ranking and in the selected output format according to the first user selection and the second user selection, wherein the plurality of output formats includes a grid view and a list view, wherein the grid view is comprised of a plurality of cells, and each cell ~~displays~~ ~~displaying~~ information corresponding to the selected cue of one product.

21. (Previously Presented) The apparatus of claim 20, wherein the instructions further cause the processor to:
- generate, for each of the set of products, a first set of cues for output in a first one of the plurality of output formats, and a second set of cues for output in a second one of the plurality of output formats.
22. (Previously Presented) The apparatus of claim 21, wherein the instructions further cause the processor to:
- generate the first set of cues for output as a first type of media and the second set of cues as output as a second type of media.
23. (Currently Amended) A product search engine system comprising:
- means for obtaining a user generated product search query for relevant products, together with a first user selection of a selected output format from a plurality of output formats and a second user selection of ~~a selected cue~~ one or more cues each of which is individually selected by the user from a

plurality of cues, the first user selection and the second user selection being separate user selections;

means for performing the product search query for relevant products, the performing being done in response to obtaining the product search query, the first user selection, and the second user selection;

means for obtaining search results that reference a set of products determined to be responsive to the product search query, the set of products being associated with the plurality of cues; and

means for outputting instructions for displaying the one or more selected cues ~~selected cue~~ of the set of products on a search result page in an order corresponding to a relevance ranking and in the selected output format according to the first user selection and the second user selection, wherein the plurality of output formats includes a grid view and a list view, wherein the grid view is comprised of a plurality of cells, and each cell ~~displays~~ displaying information corresponding to the selected cue of one product.

24. (Previously Presented) The product search engine system of claim 23, further comprising:

means for generating, for each of the set of products, a first set of cues for output in a first one of the plurality of output formats, and a second set of cues for output in a second one of the plurality of output formats.

25. (Previously Presented) The method of claim 1, wherein the relevance ranking comprises a numerical value corresponding to a calculated relevance of each product determined to be responsive to the query.

26. (Previously Presented) The apparatus of claim 21, wherein the instructions further cause the processor to:

generate the first set of cues for output as text, and the second set of cues for output as a truncated version of the first set of cues.

27. (Previously Presented) The apparatus of claim 21, wherein the instructions further cause the processor to:

generate the first set of cues for output as an image.

28. (Previously Presented) The apparatus of claim 21, wherein the instructions further cause the processor to:

generate the first set of cues for output as audio.

29. (Previously Presented) The method of claim 1, wherein the grid view comprises a rectangular matrix of rows and columns forming the plurality of cells.

30. (Previously Presented) The apparatus of claim 21, wherein the instructions further cause the processor to:

generate the first set of cues for output as text.

31. (Previously Presented) A computer-readable storage medium comprising executable computer program code for:

obtaining a user generated product search query for relevant products, together with a first user selection of a selected output format from a plurality of output formats and a second user selection of a selected cue from a plurality of cues;

performing the product search query for relevant products, the performing being done in response to obtaining the product search query, the first user selection, and the second user selection;

obtaining search results that reference a set of products determined to be responsive to the product search query, the set of products being associated with the plurality of cues; and

outputting instructions for displaying the selected cue of the set of products on a search result page in an order corresponding to a relevance ranking and in the selected output format according to the first user selection and the second user selection, wherein the plurality of output formats includes a grid view and a list view, wherein the grid view is comprised of a plurality

of cells, and each cell displaying information corresponding to the selected cue of one product.

32. (Previously Presented) The computer-readable storage medium of claim 31, further comprising executable computer program code for:

generating, for each of the set of products, a first set of cues for output in a first one of the plurality of output formats, and a second set of cues for output in a second one of the plurality of output formats.

33. (Previously Presented) The computer-readable storage medium of claim 32, further comprising executable computer program code for:

generating the first set of cues for output as a first type of media and the second set of cues as output as a second type of media.